



The Official Newsletter for the Missouri Show Me Healthy Women program  
Web site: [www.dhss.mo.gov/BreastCervCancer](http://www.dhss.mo.gov/BreastCervCancer)  
[www.dhss.mo.gov/WISEWOMAN](http://www.dhss.mo.gov/WISEWOMAN)

SPRING & SUMMER 2006

## Program Update

### Contracts and Manuals for 06-07 Grant Year Mailed to Providers

Provider contracts for the 2006-2007 Grant year were mailed May 25 to the ninety-seven providers of SMHW and WISEWOMAN services. By July 15, fifty-eight contracts were returned, but the number of providers will increase as additional contracts are completed and returned.

If you have not completed your contract or if you didn't receive your contract, please contact SMHW by calling 573-522-2845.

Included with the contact was one copy of the 06-07 Provider Manual. The manual is on the DHSS website address <http://www.dhss.mo.gov/BreastCervCancer/ProviderManual.pdf>

If your facility doesn't have Internet access please request a copy of the manual by contacting the SMHW phone number.

The SMHW program appreciates the efforts of the individuals and facilities throughout Missouri that offer the

SMHW and WISEWOMAN programs. Many women have received breast and cervical cancer screenings and heart disease prevention services, who would not have been able to without the services you provide. More important, many lives have been saved thanks to you. ♀

**NEW! FREE!**  
***Breast Cancer Wellness Magazine***  
Publisher, Beverly Vote, is a breast cancer survivor from Southwest Missouri. See the first issue on the Internet at [www.breastcancerwellness.org](http://www.breastcancerwellness.org)

### MediaCross™ Conducted Show Me Healthy Women Radio Campaign

Show Me Healthy Women used a statewide contract with MediaCross™ to conduct the February-April 2006 media campaign.

The main focus of the campaign was to place paid radio advertising and free Public Service Announcement (PSAs) in nine market areas, and track media placement. MediaCross™ researched and developed a database of partnership opportunities in specific communities under the guidance

of the Regional Program Coordinators and others involved in the program. The resulting database provided information about potential retail partners, dates and locations of planned community events that our target audience might attend, and partnerships and outreach opportunities at the community level. In addition, MediaCross™ developed new messaging for brochures, flyers and posters that SMHW representatives could give to retail partners who

participate in community programs.

Bruce Jenkins, SMHW Program Manager, recently reported the program is near capacity with the screening funds available, a first for the fourteen years of the program. Even though there were many elements that contribute to this record year of screening services, specifically increased need, new innovative advertising can also contribute. ♀

## Thank you St. Louis!

The 2006 Komen St. Louis Race for the Cure® had the largest participation in the eight year history with 64,585 participants on Race Day who helped raise \$2.2 million for the cause! Along with supporting cancer research, seventy-five percent of the funds raised are invested in the metro St. Louis community through grants to further local breast cancer education, screening and treatment programs. 



<http://www.komenstlouis.org/>



A sea of people.

“I had a group from work, friends and family members that either walked the 5K or 1 mile fun walk. Over the eight years I have seen how it has grown. I would not miss the opportunity to participate. It was just AWESOME!!!”

Cora Bozeman

SMHW Regional Program Coordinator, St. Louis



Starting the event - 3,947 breast cancer survivors.



85 years young with her rose that was presented to survivors after the walk. (A 29-year and 12-year survivor.)

Troops supporting the cure for breast cancer. Running the 5K with 60 pounds of gear. (top) Before the race in full gear. (bottom)



True dedication for the cure for breast cancer!



## Join the fun at Kansas City Race for the Cure®

The 13<sup>th</sup> Susan G. Komen Breast Cancer Foundation Kansas City Race for the Cure® is August 13, 2006. Encourage to join friends together for a good time and a great cause.

The majority of the funds raised at this event are used in the Kansas City area to support breast cancer education, breast cancer screening, and support resources for women with breast cancer.

Individuals may pick up an entry form at all area Dick's Sporting Goods, Price Chopper and Hy-Vee stores, or registrater at [www.kckomen.org/](http://www.kckomen.org/). 



## Welcome to new staff member

**W**elcome to Deborah Bisges, who prefers to go by Deb, the new SMHW Follow-up Coordinator.

Deb is working closely with Mindy Laughlin to learn the basic elements of the SMHW program. Deb's goal is to provide a seamless continuity of support to the providers of SMHW services.

Deb received her BSN degree in 1980 from Avila College in Kansas City. Since then she has

held positions in a variety of nursing duties with hospitals, home health, physician office, school nurse for grades K-12, and as a nursing instructor at Lincoln University in Jefferson City.

Her experience with the Managed Care Quality Assurance and Case Management Monitoring programs with state Medicare, and the Medicaid Program Integrity Unit has prepared her for the position with SMHW.

Deb and her husband, Paul, have three children, ages 13 to 20. Besides family and nursing, Deb enjoys sewing, sunshine, and watching the trees turn colors in the fall. 



## Report on WISEWOMAN program cost-effectiveness

**T**he May 2006 issue of the *Journal of Women's Health* included the research paper, Cost-Effectiveness of WISEWOMAN, a Program Aimed at Reducing Heart Disease Risk among Low-Income Women.

The objective was to quantify the cost-effectiveness of the national WISEWOMAN program, the CDC-funded lifestyle intervention program that provides low-income, uninsured women aged 40-64 with chronic disease risk factor screenings, lifestyle interventions, and referral services in an effort to prevent coronary heart disease (CVD) and improve health.


Data was analyzed from 3,015 WISEWOMAN participants who completed baseline and 1-year follow-up screenings.

The results of the analysis concluded the cost of providing WISEWOMAN services to each additional participant averaged \$270 per participant. Participants significantly improved their systolic and diastolic blood pressure, total and high-density lipoprotein (HDL) cholesterol, and 10-year risk of CVD. There were also significant reductions in the percent of women who smoked or had high blood pressure or high cholesterol.

The best-case cost-effectiveness ratio was \$470 per percentage point reduction in CHD

risk, or \$4400 per discounted life-year gained.

The research team concluded that although more research is needed to confirm the assumptions used in the model, results of their analysis suggest that the WISEWOMAN program is a cost-effective approach for reducing CVD risk among low-income, uninsured women aged 40-64, especially if improvement in risk factors are sustainable when program participation concludes.

For more information on Missouri's WISEWOMAN program go to <http://www.dhss.mo.gov/WISEWOMAN/>. 


## Cervical Cancer Booklet for Hispanic/Latina Women

A new National Cancer Institute (NCI) publication for Hispanic/Latina women is available free of charge. The publication was developed because Latinas have a higher incidence of invasive cervical cancer than non-Latinas. In addition, a large percentage of Hispanic/Latina women are diagnosed at an advanced stage of cervical cancer and this number increases with age.

To address the needs of Hispanic/Latina women, NCI has developed the publication in Spanish and English. The booklet, *Cáncer Cervical: Cómo puede protegerse*, (Cervical Cancer: What you can do to protect yourself) is a resource with information on what causes cervical cancer and how it can be prevented.

The booklet features vignettes of three women who

express common doubts, concerns, and myths Hispanic/Latina women may have about Pap testing. A list of resources to help women find more information about cervical cancer and access free or low-cost screening services is also included.

To order free material visit [www.cancer.gov/publications](http://www.cancer.gov/publications) or call 1-800-4-CANCER (1-800-422-6237). 

## Giving Help and Hope to Families Impacted by Breast Cancer: Breast Cancer Foundation of the Ozarks



Mary Beth O'Reilly founded the Breast Cancer Foundation of the Ozarks (BCFO) in 1999 in honor of a young woman who lost her battle with breast cancer at the age of 31. At the time, there was no local organization available to provide financial support to families affected by breast cancer. A steering committee formed the BCFO with the mission to provide local resources and support to these families. The goal was, and remains today, to keep all contributions local.

Since inception, the BCFO has grown into a successful, local nonprofit organization providing education, support and financial assistance programs throughout southwest Missouri. A large part of this success can be attributed to a growing number of partnerships with local health and community based agencies. The BCFO has been fortunate to

work with representatives of the Show Me Healthy Women program for many years. Elisa Coonrod, Regional Program Coordinator for Show Me Healthy Women, and other representatives have played an important role in the development of new BCFO programs, screening program applicants and bringing more clients to the BCFO. Many families are unaware of the available services and program guidelines. The BCFO continues to receive referrals on a regular basis for both the client distribution and screening mammography programs.

To date the BCFO has assisted hundreds of families and expended over \$410,000 through a number of programs. The Client Distribution Program provides non-medical financial assistance for local families facing breast cancer. The Free Screening Mammography

Program & Lymphedema Garment Programs are available for women in the southwest Missouri area who are uninsured or underinsured. The BCFO also offers RN Educator presentations, a resource library, support groups and group development, and a newly developed One-to-One Mentor Program. Through this program, the BCFO will place those recently diagnosed in contact with other breast cancer survivors with similar experiences. These programs are possible because of generous community support through businesses, individuals and local grants.

For more information about BCFO programs and events please visit our website at [www.bcfo.org](http://www.bcfo.org) or call the BCFO office at (417) 862-3838, or toll-free at 1-866-874-1915. 